



# 2022-23 Annual Report



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**AUSTRALIAN  
CRUISE**  
ASSOCIATION





## Message from the Chair

Dear Member,

I present my Chairman's Report for the Australian Cruise Association (ACA) for the period 1 July 2022 to 30 June 2023 with a sense of pride, mixed with a dash of relief, that the hard work linked to the returning vessels, passengers and crews at the heart of our industry has set the scene for a strong future.

Throughout the year there has been huge support for the incredibly successful workshops the ACA has been holding and these have presented opportunities to share experiences, learn from each other and provide a much-needed morale boost when it sometimes appeared too challenging. ACA is committed to continuing these workshops and delivering even greater value for our members and it is a real measure of their value when we acknowledge the attendance and contribution of colleagues from the Cruise Line Industry Association (CLIA) and cruise lines themselves alongside the very welcome support of Tourism Australia (TA), regional tourism bodies and industry experts.

As a Management Board, and as an organisation, we have benefited greatly from the experiential and financial partnership with TA and it was especially pleasing to see cruise vessels making their first appearance in TA's media collateral – making a debut at Seatrade in Fort Lauderdale. The partnership with TA is incredibly important and credit to all involved in making this happen after many years of trying.

ACA was back in person for a very successful conference in Townsville and it was great to catch up with so many industry colleagues and plan for a positive future once again. This also sets the scene for another fantastic opportunity as we prepare for a packed agenda at the conference in Wollongong at the end of August.

Demand for cruising is strong and getting stronger, we are witnessing increasing numbers of cruise lines bringing newer and more varied vessels and itineraries and the opportunities for regions, communities and members to work with and benefit from cruise are evident. As a collective member organisation ACA remains focussed upon supporting members and encouraging non-members to understand and embrace these opportunities and I encourage you to reach out if you have ideas on how we can work together for further improvement.

I offer my personal and professional thanks to all the ACA members, the ACA Board of Management and our CEO for your ongoing support, comradeship and dedication during this year of intense activity. The dark times have hopefully passed and the future is one that offers excitement, challenge and potential in equal measure.

Mr Philip Holliday  
Chair  
30 June 2023



The Australian Cruise Association is a peak cruise industry association with the mission to realise the region's potential as one of the world's leading cruise destinations, advancing cruise as a sustainable and vital pillar of Australia's visitor economy.







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Realise the region's potential as one of the  
world's leading cruise destinations.







## Charter

Australian Cruise Association (ACA) is the co-operative marketing brand for cruise destinations and service providers to the cruise industry in Australia and the South Pacific.

The Australian Cruise Association is a non-profit incorporated association formed in 1998.

The Australian Cruise Association is a membership organisation comprising Australian ports, tourism agencies, cruise lines, shipping agents, inbound tour operators and companies associated with the cruise shipping industry in Australia and the South Pacific.

### Vision

Advance cruise as a sustainable and vital pillar of Australia's visitor economy.

### Mission

The Australian Cruise Association is a peak body representing the cruise shipping industry in Australia to realise the region's potential as one of the world's leading cruise destinations.

### Objective

To influence cruise and charter operators to develop itineraries to increase cruise visits in Australia. To achieve this, ACA has set itself the following three (3) key objectives:

1. Marketing
2. Advocacy
3. Partnerships



## Chief Executive Officer's Report

The commencement of the 2022/23 fiscal year brought forth a wave of excitement, marked by the triumphant return of cruise ships to our waters. Despite the initial moderation during the winter/off-season period, the steady influx of daily bookings into our port systems ignited a growing sense of enthusiasm.

We witnessed the global industry's remarkable resurgence, yet the rapid and robust growth of our Australian summer season took us by surprise. While we anticipated a strong domestic market rebound as the dedicated cruise community embraced the seas with renewed fervour, the vigour of the return of the international market was most encouraging. Overseas cruise travellers graced our waters in solid numbers, outpacing many of the traditional international market segments.

The momentum shows no signs of slowing down, as projections anticipate nearly 40 million passengers embarking on global cruises by 2026, a notable increase from the 30 million recorded in 2019. The allure of cruising has captured the attention of a fresh wave

of first-time adventurers. The year 2023 ushers in 40 innovative newbuilds to the market, introducing ships that are not only newer and smarter but also more technologically advanced, gracing oceans worldwide. These modern vessels tout an average emissions reduction of 70%, marking a significant environmental triumph. Looking ahead, 60% of upcoming newbuilds will rely on LNG fuel, while an impressive 90% will feature shore power capabilities. It's worth noting that all ships will be mandated to possess shore power capabilities by the year 2035.

In response to the encouraging restart, ACA embarked on an extensive program to educate, reinvigorate and strongly promote the benefits of cruise to the Australian economy.

Our key achievements include:

- Delivered a highly successful and record attending conference in Townsville from 7-9 September 2022;
- Continued to deliver our invaluable roadshow program around the country;
- Joined the Visitor Economy Industry Stakeholder Group that meets on a regular basis with the Federal Minister of Tourism and the team from Austrade;
- Presented at Cruise New Zealand Cruise Conference, continuing our ongoing support for the region and commitment to our MoU;
- Delivered a refreshed look at Seatrade Cruise Global in Fort Lauderdale, 27-30 March 2023, with a full team Australia;
- Moderated the panel session, titled





#### The Australasia Cruise Industry – A Destination Perspective:

As the Australasia region bounces back, representatives of key regional destinations discuss the opportunities and challenges that lie ahead. It was great to hear from our panellists – Scott Lovett (Tourism NT), Therese Phillips (Tourism & Events Queensland), Aletta Macdonald (Tourism Tasmania), Bud Gilroy (South Pacific Cruise Alliance) and Jacqui Lloyd (NZ Cruise Association) on examples of destinations prioritising cruise with strategic and destination management plans;

- Continued to deliver outcomes from our tripartite agreement with Tourism Australia (TA) and CLIA. Celebrating the launch of our first ever “Cruise Australia” suite of videos, TA corporate website inclusion and critical training modules;
- Revisited our strategic plan with a professional facilitator;

- Joined the ATEC National Guides Advisory Group, working towards increasing the numbers of guides in Australia and improving the level of training;
- Welcomed six new members;
- Held six board meetings with five held in member destinations Brisbane, Townsville, Hobart, Sydney and Adelaide. All included key stakeholder engagement activities including key politicians and senior government representatives;
- Increased our communications activity with consultants Barking Owl Communications.

Amidst a remarkably busy year, the ACA Board of Management maintained its unwavering commitment to providing robust leadership and invaluable guidance. Our financial resilience emerged triumphantly from the challenges posed by the pandemic. Throughout this period, we demonstrated steadfast support for our entire membership by implementing

initiatives such as holding membership fees and heavily subsidising conference registration costs.

Heartfelt congratulations extend to every member of our cruise community for their commitment to the cruise sector’s revival in Australia. Your remarkable resilience has shone brightly amid a challenging landscape marred by employment constraints, the arduous task of rebuilding the tourism industry, and navigating through government regulations. It is our hope that this indomitable spirit continues to guide us, propelling us forward as we brace ourselves for what may well become the most bustling cruise season on record in 2023/24.

**Jill Abel**  
Chief Executive Officer

# Cruise Shipping Overview



## The pandemic is in the rear vision mirror!!

In 2019, just over 30 million passengers took a cruise, a record for the industry. It was predicted last year at Seatrade that by 2026 the number would be 34.5 million. 2023 is already looking to take 33 million passengers on a cruise, with new prediction for 2026 moving to 39 million. The rebound of cruise has been rapid and the future looks bright. Cruise is attracting a new wave of first-time cruisers. With 40 newbuilds entering the market in 2023, there are newer, smarter and technically improved ships sailing the globe. The new ships entering the market have an average of 70% reduction in emissions which is such a positive story. 60% of the future new builds will rely on LNG fuel and 90% of them will

have shore power capabilities. All ships will be required to have shore power capability by 2035.

There will be a large focus on communicating the sustainability story which has so many great stories to tell, along with accessible tourism products. There will be a focus on passion, purpose and perseverance.

Recent data collected by CLIA suggests that 60% of cruisers return to a destination they have visited on a cruise. The intent to cruise is now higher than before the pandemic.

Infrastructure remains a key issue for Australia, with a growing number of cruise lines coming into the region, we need to keep up with the demand. The variety in itinerary options and

shore excursions remains a focus for development.

There is definitely a feeling of excitement for the future of cruise. A definite sense that the worst of the pandemic is behind us and that the future planning of a sustainable cruise industry is the key to success.

There is a keen focus by cruise lines to further increase the pre and post touring and overland options, and also the ability to provision ships with as much local content as possible. Cruise is more than tourism and we need to get our government agencies to think outside of the tourism proposition.



# State Reports

## New South Wales

NSW enjoyed a vibrant cruise season during the 2022-23 financial year, with passenger numbers approaching pre-pandemic figures at a faster rate than expected.

Close to one million cruise passengers passed through Port Authority's Sydney Cruise Terminals, with Sydney hosting 38 cruise ships from 22 global cruise lines.

Regional ports also enjoyed significant activity in the 2022-23 financial year. Eden hosted 16 cruise ships from 12 cruise lines, while Newcastle welcomed six cruise ships from five cruise lines and other regional ports welcomed two cruise lines and four cruise ships.

Sydney cemented its reputation as one of the world's most sought-after destinations for cruising and was named Cruise Passenger Magazine's 2022 Readers' Choice Award for Best Port, the fourth time it has taken out the top spot.

The 2023 winter cruise season in Sydney is on track to be one of the strongest on record, with the city serving as home port for the Pacific Adventure (P&O) and Carnival Splendor (Carnival) vessels. These year-round deployments have added 66 calls to Sydney Harbour during the winter season. The economic benefits generated by this influx of visitors invigorated the Greater Sydney visitor economy and positively impacted the broader regional NSW visitor economy.

Eden celebrated its biggest and longest cruise season on record during 2022-23, with 34 cruise ships visiting its port and bringing more than 50,000 passengers to the town. The visitors injected \$13.7 million into the visitor economy of Eden and the surrounding Sapphire Coast region.

Newcastle played host to 14 cruise visits, including three maiden calls.

Approximately 12,000 cruise passengers visited Newcastle, Central Coast and the Hunter Region on shore excursions and independently during the 2022-23 cruise season.

Supporting the cruise industry, Destination NSW released a new edition of its Cruise Sydney & New South Wales – Along the Blue Highway guide, plus a Quick Tips for Creating Cruise Shore Experiences fact sheet, both developed in partnership with the Port Authority of NSW. Cruise Sydney & New South Wales – Along the Blue Highway showcased the remarkable diversity of cruise port destinations and shore excursion options along the NSW coast. It also provided updated information on port parameters and infrastructure, ensuring accuracy and relevance for cruise operators, passengers and all industry stakeholders.

Quick Tips for Creating Cruise Shore Experiences was designed to help visitor economy businesses capture passenger spending in the state's network of cruise ports. It introduced the cruise market opportunity to visitor economy businesses such as tours, attractions, restaurants and retailers.

Destination NSW undertook a cruise content shoot in 2023 to support the promotion of Sydney and NSW cruise ports and visitor experiences. It focused on five key port destinations: Eden, Batemans Bay, Newcastle, Sydney's Overseas Passenger Terminal and White Bay. The assets were made available to visitor economy businesses and the media through the Destination NSW Content Library.

The NSW Visitor Economy Strategy 2030 is a comprehensive roadmap for growing the visitor economy. The strategy recognises coastal cruising as a key strength for the state and underscores the importance of developing exceptional experiences for cruise passengers.

In alignment with the Strategy,

Destination NSW welcomed two new members to its Product Development team: Annika Leslie, Product Manager – Cruise, Rail, Road & Air, and Tenille Jenkins, Senior Coordinator – Cruise, Rail, Road & Air. The roles are structured to work with the cruise industry to develop unique and authentic shore excursions in NSW ports, further enhancing the visitor experience.

The NSW Government's strategic positioning of NSW as a premier cruise destination, coupled with the state's diverse attractions and world-class infrastructure, will ensure the future is bright for the sector in 2023, as the state continues to attract additional cruise lines and rebuild visitation.

## Victoria

The Melbourne, Victorian season was remarkably strong, with international borders reopening in Autumn 2022. Many of the international cruise lines included Melbourne in their itineraries and regional anchorages such as Geelong, Phillip Island and the Port of Portland also welcomed a number of ships.

The cruise season recommenced to Victoria with the arrival of the Coral Princess in mid-September 2022. The season proper started at the beginning of November with three ships arriving for the Melbourne Cup Carnival.

Melbourne enjoyed the largest number of cruise arrivals, with 112 in total. Phillip Island welcomed 11 ships, with Seabourn ships being regular visitors. Geelong welcomed five ships to the Corio Bay Anchorage.

After a two year pause in tourism as a result of the pandemic, there were challenges associated with the recommencement of tourism. Staff shortages, delays and challenges associated with biosecurity issues on ships, and reduced numbers of transport services available combined



to pose some issues for both cruise operators and destinations.

Despite this, passengers, the cruise lines and local industry all reported good levels of satisfaction.

The Melbourne and regional Victorian industry were pleased to have the cruise industry back and a number of new businesses became involved in cruise for the first time this season.

Prior to the commencement of the cruise season, Visit Victoria in conjunction with the Australian Cruise Association, Cruise Lines International Association, Carnival Australia and Akorn undertook cruise restart workshops in Melbourne and Phillip Island. Approximately 100 tourism industry businesses attended the workshops and heard from the cruise industry leaders. A familiarisation of Phillip Island was also undertaken by the group.

Plans are well advanced for a record season in Melbourne and regional Victoria in 2023/24, with the inaugural season for Virgin Cruises and Disney Cruises. Both cruise lines will base their ships in Melbourne for the

summer months, delivering a significant economic impact for Victoria.

### Tasmania

Cruise shipping continues to be an important contributor to the overall success of Tasmania's visitor economy.

Tasmania celebrated a strong return to cruise shipping welcoming 126 cruise ship visits carrying over 170,000 passengers and 88,000 crew during the 2022-2023 cruise ship season.

The season commenced on 25 October 2022 when the Pacific Explorer visited Hobart and concluded following the call by Coral Princess to Burnie on 5 April 2023.

The economic boost from cruise shipping was shared across the state with 65 port calls in Hobart, 28 in Burnie and 18 in Port Arthur, in addition to some regional calls at Coles Bay, Bell Bay and Grassy on King Island. Across the state there are approximately 100 tourism operators directly contracted in cruise line shore tour programs.

Highlights of the season included 3 maiden visits to Burnie with Coral Princess, Norwegian Spirit and Seven

Seas Explorer and 8 maiden calls to Hobart with visits from Star Breeze, Quantum of the Seas, Westerdam, Pacific Adventure, Viking Mars, Zuiderdam, Le Soleal and Celebrity Eclipse.

Royal Caribbean Line hosted two onboard sustainability tours for Hobart cruise stakeholders, with groups able to tour Quantum of the Seas in November and Ovation of the seas in March, speaking with the ship's captains about navigational efficiency, the chief engineers about fuels, engine technology and emissions and with the sustainability officers about waste and recycling.

The 2023-24 season is shaping up to be Tasmania's biggest season ever with 155 port calls booked. Exciting times are ahead with Hobart welcoming new lines Disney and Virgin Voyages, and Princess Cruises will be trialling some partial turn around calls. In addition, Tourism Tasmania will be delivering a cruise passenger survey over the season to help inform Tasmania's ongoing cruise shipping strategy.





## South Australia

South Australia achieved a record-breaking 2022-23 cruise ship season, welcoming the largest number of cruise ship visits for the State. A total of 103 cruise ships visited Adelaide, Kangaroo Island and Port Lincoln. During the season, Kangaroo Island welcomed the AIDAMar, Grand Princess, and Zuiderdam for their first visits, while Adelaide saw the Pacific Explorer and Westerdam make their maiden voyages.

Domestic itineraries are growing, with P&O Cruises' Pacific Explorer homeporting in Adelaide for the first time, offering 13 itineraries from Adelaide, five of which were return Adelaide itineraries that visited all three ports.

Kangaroo Island continues to prove a popular choice for both domestic and international cruise itineraries, reaching an all-new record of 29 visits this season.

Port Lincoln – the Seafood Capital of Australia, hosted 12 cruise ship visits this season, with their shore excursions being hailed as one of the best value for money experiences in Australia.

With many highlights to the season, South Australia welcomed back their renowned 'Cruise Ship Welcome Program'. Over 100-passionate volunteers with over 10 years' volunteer experience, provided passengers and crew a friendly welcome and visitor information in Adelaide, Kangaroo Island and Port Lincoln.

South Australia's Cruise Ship Welcome Program is widely recognised for being one of the most exceptional welcomes across the nation'.

This coming season, there are 124 scheduled ship visits across the State including, seven new ships that are set to make their debut in South Australian waters in the coming season.

The South Australian Tourism Commission continues its focus on growing cruise ship and expedition visits, developing infrastructure and adding new products in all South Australian ports. Regional dispersal remains a high priority, developing the experiences on offer at regional ports through educating local communities and businesses about the benefits of leveraging the growing cruise industry. The South Australian government is

committed to supporting the cruise lines and wider cruise industry to cater for the increase in turnaround visits and larger ships visiting our state.

## Western Australia

Since borders re-opened in early 2022, Western Australia has experienced growing demand for cruising from passengers around the world, who want to explore the new cruise frontiers of our wondrous and dreamlike state in luxury and style.

In October 2022, Tourism WA hosted its sixth annual WA Cruise Exchange (WACE), providing a forum for industry leaders to meet with WA port destination representatives and learn about the exciting new range of onshore activities and excursions on offer in Western Australia.

WACE 2022 was particularly significant, as the industry celebrated and welcomed the return of boutique and large cruise vessels to the state for the forthcoming season.

The event attracted 24 cruise industry participants including representatives from eight cruise lines; Australian



Pacific Touring, Carnival Australia, MSC Cruises, Ponant and Royal Caribbean Cruises, along with first-time attendees Coral Expeditions, Heritage Cruises, and Viking Cruises.

After it was named one of the world's greatest places to visit in 2022 by TIME Magazine, the historic port city of Fremantle delivered a successful cruising season in 2022-23, welcoming 33 cruise ships.

A particular highlight of the season was P&O's Pacific Explorer with capacity for nearly 2000 passengers, calling Fremantle home for a two-month 'pulse' between March and May 2023.

Cruise history was made in the Pilbara region on 13 April 2023, when the Port of Dampier welcomed its first ever cruise ship by Australian Pacific Touring vessel Caledonian Sky, with nearly 100 passengers onboard.

It's exciting to see there is a growing interest in Dampier as a cruise destination by other expedition cruise lines, in anticipation of Murujuga National Park becoming a World Heritage-Listed Area.

Looking further to the north of the state, international expedition ships were welcomed back to the Kimberley for a highly successful 2022 season,

with 82 cruise calls in the region.

In March 2023, the Kimberley welcomed the return of Lindblad National Geographic's Orion and the maiden voyages of Heritage Expeditions' Swan Hellenic and Ponant's triple-masted sailing yacht Le Ponant, which are continuing through to October 2023.

Critical to growing WA's cruise sector is the developing and building vital supporting infrastructure. The new floating port terminal for the Port of Broome is expected to be completed by the end of 2024, and will provide complementary facilities for maritime trade and tourism.



The size and berth layout of the facility will have the capability to accommodate calls from Australia's largest cruise vessels – creating even more opportunities for the growth of cruise tourism in WA.

Recent research into our key global tourism markets indicate that the worldwide appeal of Western Australia continues to increase, as a dream holiday destination offering once-in-a-lifetime and unforgettable experiences.

Western Australia's global tourism brand – Walking On A Dream – promotes this 'spirit of adventure' and captures the inspirational and aspirational nature of our state, and will supported the continued growth of the cruise industry in Western Australia.

## Northern Territory

Cruise made a big come back to Northern Territory waters this season and kicked off with the arrival of Coral Princess on her maiden voyage to Darwin on 20 October 2022.

During the 2022-23 season Darwin welcomed 91 ships carrying over 44,000 passengers to our port. There were 14 maiden voyages which included our largest ship of the season the Majestic Princess delivering over 3,300 visitors to the Top End for the day.

Upon arrival passengers were greeted by the wonderful volunteers at the cruise terminal followed by a Welcome to Country performed by Larrakia Nation at the Top End Visitor Information Centre. The team at Activate Darwin then ensured the atmosphere of the city remained vibrant with live music performances in the mall.

Collaboration across the Top End continued with the ongoing success of our cruise working group. Meeting quarterly, the group consisting of local stakeholders worked together to bring the city to life while ships were in port and ensure focus remained on achieving the actions detailed in the Northern Territory Cruise Tourism Strategy.

In April, we held the NT Cruise Forum in Darwin with a focus on enriching the onshore experience, which brought together cruise line ground handlers with local stakeholders including tour operators, hospitality businesses and transport providers. We were also very fortunate to have Joel Katz from CLIA attend to provide valuable cruise industry updates. There were many new connections made and lots of discussion around future opportunities for local businesses.

While the jumping crocs, military history and nearby Litchfield National Park remain popular shore excursions we have seen some new experiences emerge, including the partnership of Nautilus Aviation and Finnis River Lodge to offer heli tours of Litchfield's waterfalls combined with a 5 star lunch at the lodge.

Overland experiences and pre/post land programs continue to be popular with several Australian based travel businesses packaging rail, cruise and touring to ensure seamless connections, allowing passengers to experience more of the NT.

Two new exciting visitor experiences were launched in the Red Centre with Bruce Munro returning to Australia with his newest illuminating experience, 'Light-Towers'. A magnificent display of 69 towers, each made up of approximately 220 bottles filled with fibre optic cables located at Discovery Resorts – Kings Canyon, Petermann (about three hours west of Alice Springs).

Wintjiri Wiru meaning 'beautiful view out to the horizon' was launched in May at Ayers Rock Resort by Voyages Indigenous Tourism Australia, shining the iconic Uluru in a whole new light and providing an immersive and engaging Anangu storytelling experience.

Wintjiri Wiru runs twice nightly and illuminates the desert sky as traditional music, drones, projections and lasers weave in a spectacular kaleidoscope of colour.

Great opportunities exist for the NT in the seasons to come as we continue to support local stakeholders, cruise lines and communities to harness the potential for the cruise market to benefit our regional areas. Coupled with the increasing demand for overland itineraries including the Red Centre, the economic impact of cruise to the NT will only continue to grow.

## Queensland

In Queensland, the garden's a one-million-year-old rainforest. Out the back is a red desert of dinosaur bones and the swimming pool is the world's largest reef. Cruise passengers are discovering more and more experiences like nowhere else on the planet, where the most simple moments are just as memorable as they reconnect with nature and find joy in both the big and little things, together.

As more and more want to see and feel what Queensland has to offer, so too is the cruising industry growing, with Queensland now offering 22 ports and anchorages from Thursday Island in the far north to Brisbane and Moreton Island in the south. Home ports are also being established up the coast.

The \$177 million Brisbane International Cruise Terminal – owned and operated by Port of Brisbane – was completed in mid-2020. Further north, the Port of Townsville's \$251m Channel Upgrade project will see the Platypus channel (Port end) widened to 180m, tapering to 120m offshore, to accommodate vessels up to 300m in length when completed in 2024.

In the 2022-23 cruise season interest in cruising in Queensland continued to grow. Queensland-only cruises are now being offered, allowing passengers to stop and enjoy many more parts of our coastline – from the iconic Great Barrier Reef, the stunning Whitsunday Islands, the tropical paradise of Cairns and the vibrant cities of Brisbane and Gold Coast.



In the 2022-23 cruise season, Queensland welcomed cruise ships to:

- Brisbane International Cruise Terminal
- Cairns Port Terminal and Yorkeys Knob anchorage
- The Whitsundays' two anchorage points
- Port Douglas anchorage
- Lizard Island
- Moreton Bay (Tangalooma)
- Thursday Island
- Townsville and Mooloolaba

- Thursday Island and Cooktown
- Fraser Coast and Great Keppel Island and Dunk Island
- Gladstone
- Willis Island.

These destinations provide dedicated welcome activities including markets, guided tours and access to unique local experiences that cruise passengers can enjoy in Queensland, such as interacting with Aboriginal and Torres Strait Islander cultures, exploring national

parks, engaging in water sports, and indulging in local cuisine.

The future is bright with port infrastructure improvements planned and a key action over the next three years being the development of a holistic value proposition of the cruise sector for Queensland and its regions. Government and industry are also working together to maximise the sector's leverage and opportunity in the leadup to the Brisbane 2032 Olympic and Paralympic Games.



## Board of Management 2022-23



### **Philip Holliday** Chair | Port Authority of NSW

*Term expires 2024*

Since December 2019, Philip has led Port Authority of New South Wales, as CEO and Director, in managing the navigation, security and operational safety needs of commercial trade and cruise shipping in Sydney Harbour, Port Botany, Newcastle Harbour, Port Kembla, Eden and Yamba.

Philip joined Sydney Ports Corporation in May 2011 as Executive General Manager, Operations and Harbour Master. In 2014, he then became Chief Operating Officer and Harbour Master, Sydney following the amalgamation of the Sydney, Newcastle and Port Kembla port corporations.

Philip has spent his entire career in the shipping and ports industries, starting as a 16-year-old cadet when he joined Ropner Shipping Services and later moving to Souter Shipping where he gained his Class 1 (FGN) Masters certificate.

In 1998, Philip joined the UK's largest port operator, Associated British Ports (ABP) in a port operations role. Following a number of roles within ABP he became the Harbour Master for the ABP Port of Southampton and the Marine Advisor for the group's 21 UK ports.



### **Scott Lovett** Deputy Chair | Tourism NT

*Term expires 2023*

Scott Lovett is the General Manager – Strategy and Policy for the Department of Industry, Tourism and Trade. In this role he leads a multi-disciplinary team heading economic analysis, strategic infrastructure development, project development, regulatory reform, industry strategy and strategic global engagement activities for the NT. A passionate advocate for regional development, Scott has also held senior roles within Tourism NT, the Department of the Chief Minister and Department of Trade, Business and Innovation.

Prior to joining the public sector Scott held senior roles in Convention Centres, Stadia, Event Production Houses and Hotels across Australia. Scott is a current board member of the NT Major Events Company, the statutory company responsible for delivering some of the NT's best known and loved events and is also a past board member at Desert Knowledge Australia, the Australian Association of Convention Bureaux and Meetings Events Australia.

Scott was raised in regional Queensland and Adelaide from where he holds formal qualifications in Tourism and Hospitality from the globally renowned Regency Hotel School.



### **Brendan Connell** Board Member | Port of Brisbane

*Term Expires 2023*

Brendan has led the Port's Corporate Relations function since 2017 and has recently added Sustainability to his responsibilities.

With an emphasis on building partnerships with stakeholders, Brendan will oversee the Port's ambitious and industry-leading Sustainability agenda, along with planning and implementing the Port's communications initiatives, its interaction with local and regional communities, and its strategic interaction with customers and Government.

Brendan has also played a leading role in the development and operation of the Brisbane International Cruise Terminal, which has just completed a highly successful first season. Brendan interacts with key government and industry stakeholders, including cruise lines, to ensure the facility operates efficiently and maximises opportunity for the sector.

Brendan has over 20 years' experience across media, government and communications sectors, has previously served as a Senior Advisor to a Deputy Prime Minister, two Premiers, and a Deputy Premier, and holds a Bachelor of Journalism from QUT.



### **James Coughlan** Treasurer | Intercruises Shoreside and Port Services

*Term Expires 2023*

An innovative tourism leader with over 19 years' experience James started his career as a Chef onboard luxury cruise line Crystal Cruises before transferring to the Shore Excursions department for 10 years where he travelled the world to over 100 countries and embraced the passion for creating the very best travel experiences for his guests.

Over the last 9 years James has been responsible for the Shore Excursion department with Intercruises in Australia where he has led the team to new heights and successes growing the business and delivering extraordinary experiences to his cruise line clients. In this field James has a vast knowledge of all levels of the business, the geography of Australian experiences and the nuances around diverse cultures and markets each one has.

Known by colleagues and industry partners as a wealth of knowledge and enthusiasm to deliver the very best experience, James has created many industry first tours and products with the most recent being the "Kangaroo Island Recovery tour'. This was created to allow the cruise guests to have an opportunity after the bush fires to meet those locals that were effected and to hear their stories but also to provide the much needed financial support through this non for profit experience.

In his new role as Commercial Director Asia Pacific & Indian Ocean, James is now responsible for the commercial strategy and client relationships for his clients within this region.



### **Kristy Little** Board Member | TasPorts

*Term expires 2024*

Kristy has more than twelve years' experience in marketing and business development roles within the Tasmanian tourism industry. This includes her current role as Commercial Manager of Cruise for TasPorts, where she has found her professional passion for the cruise industry during her nine year tenure.

Since joining TasPorts, Kristy has overseen the strategic development of the cruise portfolio for Tasmania's key cruise ports and has managed the segment through a period of monumental growth for the state.

Kristy has played a key role in guiding the development of TasPorts' port infrastructure and services in line with the evolving needs of cruise operators, whilst providing oversight on strategic and operational planning for cruise ship visits. A critical element of Kristy's current role is creating and maintaining valuable and constructive relationships with industry and stakeholders, as well as developing business growth opportunities for the cruise segment within Tasmania.

During her career, Kristy has crafted her skills in stakeholder and community engagement, event management, as well as media relations, through her previous roles with Forestry Tasmania's Corporate Affairs Division and Promotions Manager for the Tasmanian Radio Network.

Kristy's unique experience gives her a diverse and balanced understanding of the cruise segment, from both the port operations and infrastructure standpoint, as well as from the tourism perspective.





### **Karlie Cavanagh** Board Member | Inchcape Shipping Services

*Term expires 2023*

Karlie brings extensive experience and a profound operational insight into the realm of Australian Cruise ports and their unique demands. Having spent the last eight years as a key member of the Inchcape Shipping Services team, Karlie has held the pivotal role of Australian & South Pacific Cruise Operations Manager. In this capacity, she orchestrates seamless collaborations with ports, principals, and vendors across the Australian coastline.

Boasting an intimate understanding of all major cruise destinations in Australia, as well as several lesser-known locales, Karlie's focus remains steadfast on enhancing the overall experience for guests, vessels, and crew within the Australian cruise industry.

Karlie's expertise is enriched by her historical tenure with the Sydney Port Corporation, where she contributed significantly to port operations. Moreover, her background as a Master at Captain Cook Cruises on Sydney Harbour has provided her with hands-on knowledge of the maritime domain.

Driven by an unwavering passion for the cruise sector and a relentless commitment to precision, Karlie's involvement with ACA underscores her invaluable operational prowess. Her role within the committee lends a practical expertise that will undoubtedly bolster the growth and evolution of the Australian cruise industry.



### **Shayne Murray** Board Member | Cruise Broome

*Term expires 2024*

Self-employed business proprietor who for many years has had a focussed interest in the transport and tourism industry in Western Australia. Shayne has lived in Broome for the past 12 years and started up the business Broome Transit, a Coach and Bus Company dedicated to transporting crew and passengers between the airport, port and hotels for the cruise and Oil and Gas Industry as well as providing local tour product and programs for the cruise industry.

Other business interest includes Cellfied International, which is a computer web-based program that treats Dyslexia and reading disabilities which is delivered in major countries around the world.

Community interests in Broome include Chairman Cruise Broome, seat on the Western Australian Tourism Cruise Committee, seat on the board of Broome Visitor Centre and Broome Chamber of Commerce and Industry.

Out of the business relationship's that had built up over many years with cruise companies, ground handlers and shorex agents there became a very obvious necessity to create a corporate body to facilitate the cruise industry needs and requirements with key stake holders in Broome, hence the incorporation of Cruise Broome.

Cruise Broome was created to establish relationships with cruise ship companies and agents, charged with the forward planning and development of the cruise ship industry in Broome. In collaboration with Tourism Western Australia, Cruise Broome represents the key business within the Western Australian cruise shipping strategy to open pathways of increasing cruise ship visitation to Broome.



**Natalie Godward** Sub Committee Member - Conferences and Events | Port Authority of NSW

A passionate advocate for tourism and regional areas, Natalie is the Cruise Development Manager for Port Authority of NSW looking after cruise visitation into NSW regional ports.

Natalie is responsible for the development and growth of the Port of Eden, and the expansion of regional NSW port offerings through the Regional Port Development Project. This project included scoping of the NSW coastline to identify ports with maritime capability to accept cruise, working with communities, local stakeholders and tourism bodies to build cruise ready destination experiences and working with cruise lines and ground handlers to build awareness and build visitation to these regional ports. The Regional Port Development project also feeds into the NSW Government's Cruise Development Plan and actions to build cruise visitation to regional ports.

Natalie also sits on the board of Destination Southern NSW, tasked with supporting the Southern region's tourism development. And prior to joining Port Authority, Natalie discovered the best of the region and how to engage visitors in her role at Sapphire Coast Tourism. Natalie has also owned a small business, volunteered for many events and committees, worked in corporate roles with Fairfax Digital and McCann Erickson and travelled the world, although not nearly enough if you ask her.



**Jill Abel** Chief Executive Officer

*July 2005 to June 2025*

Jill commenced her work in the cruise industry in 1995 when she became a consultant to Hobart Ports (now Tasports) looking after the operational aspects of the cruise ship visits. The position developed to include the Executive Officer role of Cruise Tasmania, marketing the state as a cruise ship destination. Jill worked in this role for ten years until 2005.

In February of 2005 Jill was appointed General Manager of Australian Cruise Association, the peak industry marketing body and in 2015 appointed as Chief Executive Officer. Australian Cruise Association is responsible for the marketing of Australia and the Pacific to the cruise ship industry.

Jill manages the marketing initiatives of the member based organisation that includes international sales missions, attendance at international cruise events, website development, membership development and representation, brochure production and media.

Jill is responsible for the management of the Economic Impact Study, presented annually, identifying the benefits of the Australian Cruise Ship Industry. Jill represents Australian Cruise Association on a range of Federal Government working committees working with the whole of industry to address current and future issues and is also the secretary of the organisation.



**Dominic Mehling** Tourism Australia - Observer

Dominic acts as the primary link between domestic tourism products and regions, and Tourism Australia, the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. With 20 years of industry experience, Dominic has a background in hotel and resort sales and marketing for brands including 'Hayman Island', 'One&Only Resorts' and 'Atlantis'. He also has experience in front-of-house hotel operations for brands including Langham, Accor and Westin.



# Board of Management 2022-23

## Board of Management Meetings

The Board of Management held the following meetings:

162	28 July 2022	Brisbane
163	9 September 2022	Townsville
164 AGM	21 September 2022	Teams
165	5 December 2022	Hobart
166	22 February 2023	Sydney
167	9 May 2023	Adelaide

## Attendance at Board of Management Meetings

Record of attendance at scheduled Board of Management meetings:

Member	Meetings Attended	Meetings Eligible to Attend
Philip Holliday	6	6
Scott Lovett	6	5
Karlie Cavanagh	6	5
James Coughlan	6	6
Kristy Little	6	6
Brendan Connell	6	6
Shayne Murray	5	5
Anthony Brent	1	1
Jill Abel	6	6
Natalie Godward	6	6
Dominic Mehling	5	5

## Committees and Sub-Committees

Listed below is the allocation of responsibilities for the committees and sub-committees for the 2022-23 year.

### Committees

#### Board of Management

Responsible for:

- Rules of Association
- Financial Delegation
- CEO's contract
- Strategic Planning
- Succession Planning
- Legal and Property matters

#### The Executive – Chairman, Deputy Chairman and Treasurer *Rule 40*

#### Chief Executive Officer – Jill Abel

- Secretary of the Association
- Seatrade Cruise Global Convention
- Global Sales Missions
- Government Liaison
- Economic Impact Study
- Conference and AGM
- Management Committee meetings
- Website Management
- Travel Programs/Familiarisations
- Education
- Membership Development
- Media Spokesperson

### Sub Committees

#### *Rule 39*

#### Sub Committee 1

Chairman Philip Holliday and Deputy Chairman Scott Lovett

- Leadership
- Governance
- Political Liaison
- Media spokesperson
- Succession Planning

#### Sub Committee 2 Brendan Connell and Shayne Murray

- Annual Operating Plan
- Risk Management Plan
- Rules of Association
- 3 year Strategic Plan

#### Sub Committee 3 Treasurer James Coughlan and Chairman Philip Holliday

- Financial Management and Reporting
- Budget
- Insurance

#### Sub Committee 4 James Coughlan

- Membership and education
- Industry forums

#### Sub Committee 5

Scott Lovett and Jill Collins

- Communications strategy
- Implementation of Public Relations plan

#### Sub Committee 6 Kristy Little, Natalie Godward, Tracey Pascoe (Dest Wollongong), Jill Abel

- Annual Conference and AGM

#### Sub Committee 7 Karlie Cavanagh

- Annual Report

#### Sub Committee 8 Scott Lovett and James Coughlan

- State Tourism Organisation co-ordination

#### Sub Committee 9 Brendan Connell, Karlie Cavanagh

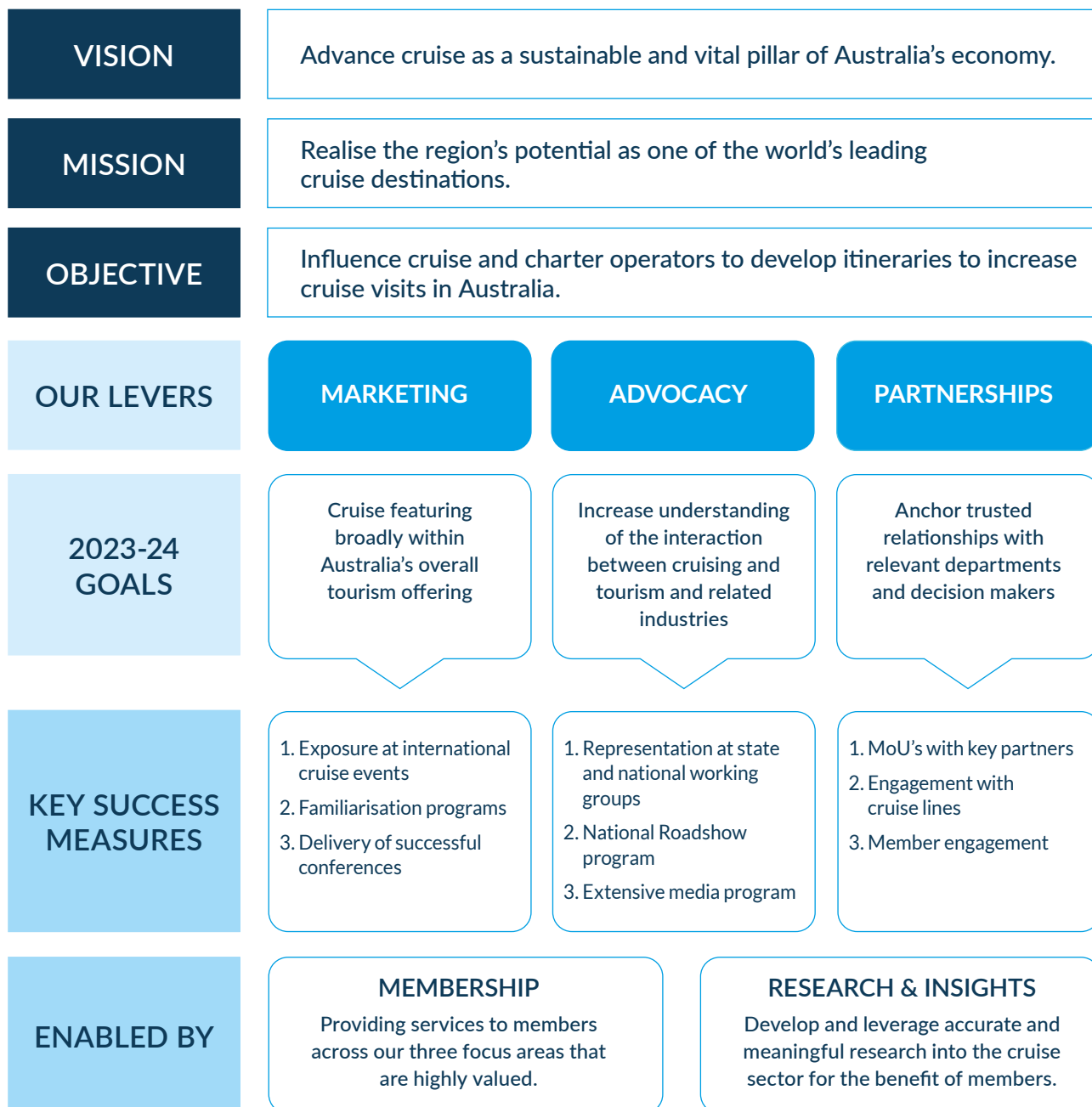
- State Ports Organisations co-ordination

# Project Reports

## Strategic Planning

Further strategic planning produced a refreshed vision and strategy for 2023-25 and updated the annual operating/marketing plan.

## 2022-23 Strategy





## 2023-25 Annual Operating/Marketing Plan

	LEVER 1 MARKETING	LEVER 2 ADVOCACY	LEVER 3 PARTNERSHIPS	ENABLER 1 MEMBERSHIP	ENABLER 2 RESEARCH & INSIGHTS
2023-24 GOAL	Cruise featuring broadly within Australia's overall tourism offering	Increase understanding of the interaction between cruising and tourism and related industries	Anchor trusted relationships with relevant Departments and decision makers	Grow membership and provide high value benefits and services to members	Provide members with accurate and meaningful research into the cruise sector
PRIORITIES	<ol style="list-style-type: none"> <li>1. Work closely with Tourism Australia</li> <li>2. Cruise offerings feature in marketing collateral, including luxury offering</li> <li>3. Tourism Australia participation at key cruise trade events</li> </ol>	<ol style="list-style-type: none"> <li>1. Roadshows and other initiatives, targeting STOs/ RTOs</li> <li>2. Increased set of operators in each cruise destination</li> <li>3. Communicate broader set of messaging about cruising</li> </ol>	<ol style="list-style-type: none"> <li>1. Enhance relationships with Federal and State Govt, trade media, industry</li> <li>2. Provide strong member representation on committees at Federal and State Govt level</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify targeted new members</li> <li>2. Increase membership numbers</li> <li>3. Expanding membership engagement</li> </ol>	<ol style="list-style-type: none"> <li>1. Research the value of pre and post cruise spending</li> <li>2. Increase understanding cruise-related event expenditure</li> <li>3. Annual Economic Impact Assessment (with CLIA)</li> </ol>
OTHER	<ol style="list-style-type: none"> <li>1. Maximise participation at global cruise conferences</li> <li>2. Trade mission with STOs and ACA members</li> <li>3. Ensure cruise component at relevant association events</li> </ol>	<ol style="list-style-type: none"> <li>1. Annual operating plan, annual report, financial report and budget</li> <li>2. EMDG application</li> <li>3. Deliver ACA Conference</li> </ol>	<ol style="list-style-type: none"> <li>1. Work with cruise lines to grow broader economic value such as providing</li> <li>2. Work with governments and private operators on future infrastructure</li> </ol>	<ol style="list-style-type: none"> <li>1. Survey members on enhancing benefits</li> <li>2. Expand social media opportunities for members</li> </ol>	<ol style="list-style-type: none"> <li>1. Work with STO's to gather additional state cruise related data</li> <li>2. Identify supply issues and assist with solutions</li> </ol>



## Seatrade Cruise Global

Seatrade Cruise Global 2023 was hailed a resounding success. The event was moved to Fort Lauderdale from 27–30 March and the increased support and attendance by the cruise line executives was quite noticeable on the previous year. The vibe was also clearly different. There was a real sense of enthusiasm around the speed of recovery post the pandemic, the newbuilds on offer, the advancement in technology and commitment to sustainability as well as an amazing rebound in consumer sentiment.

Our meeting schedule was one of the busiest ever. We had a really large team in attendance this year which enabled us to split into teams to cover the high load of meetings. Our booth size was pushed hard with the large team which will need to be managed in the future, with clear indication from members early as to their participation. Thank you to Tourism Australia (in particular Dominic Mehling) for his assistance in the design and imagery for the refreshed booth.

Australia continues to be a key destination for all cruise lines. Whilst our

first season back had some challenges, overall, the feedback was very positive. Our levels of administration and protocols continue to be a challenge for operations and something as an Association we need to work with CLIA to address. The ability to clear international voyages at some of our regional ports needs better consistency and clarity.

Chairman Philip Holliday and CEO Jill Abel attended the Global Cruise Association meeting, which provided some key insights into the global environment of the cruise sector. The key factors raised in the meeting were:

- Sustainability
- Environmental stewardship
- Transparency
- Cop26 and Cop27
- Creating roadmaps for partnerships
- Heading towards 2050
- MO regulations and the impact on itinerary planning – Carbon Intensity Rating System – has challenges as written to cover commercial shipping as well as cruise – it is having impacts on length and

number of port calls for cruise

- Cycles of fuels – no single solution – combinations of factors and different types of energy
- Shore power – in Europe the cost of electricity is higher than the cost of fuel so many lines choosing not to plug in – also the capacity from the current grid systems is limited (need 12-15 megawatts per ship) – by 2030 all ships sailing in Europe will need to have the ability to plug in.

## Australian Cruise Association Conference

Our 2022 conference was held in Townsville from 7-9 September and was sponsored by Townsville Enterprise Limited, Port of Townsville and Tourism and Events Queensland.

The conference, themed “Charting the Future”, attracted 132 delegates from Australia, Papua New Guinea, Fiji, Norfolk Island and New Zealand. The event provided the perfect event to set the scene for the restart of cruise in Australia and provided many opportunities to discuss rebuilding and resetting for the future of cruise in Australia.



Keynote presentations:

- Joel Katz – Managing Director - CLIA
- Phillipa Harrison – MD - Tourism Australia
- Marguerite Fitzgerald - President - Carnival Australia and P&O Cruises Australia
- Stuart Allison - SVP Asia Pacific, UK & Europe - Princess Cruises
- Sarina Bratton - Chairman Asia Pacific – Ponant
- Gavin Smith - MD Australia and New Zealand - Royal Caribbean International
- Tim Jones -VP & MD Australia, New Zealand and Asia Pacific - Celebrity Cruises
- Debbie Summers – Chair NZ Cruise Association.

## Partnership with Tourism Australia (TA) and Cruise Lines International Association (CLIA)

A tripartite Memorandum of Understanding between Tourism Australia, CLIA and ACA was signed in August 2022. This was a major step forward in recognising cruise as part of the overall international tourism market in Australia.

By aligning with TA, the MoU aims to collectively grow inbound demand for Australia and make Australia the premier cruising destination for high yield travellers with a focus on growing visitor expenditure.

Areas of focus are:

- Consideration of cruise as part of organisational marketing initiatives.
- Inclusion of cruise in relevant distribution activities.

- Continued development of industry support materials relating to cruise.
- Collaboration around data and insights.

Outcomes to date include:

- Creating “Iconic Cruises of Australia”
- Participating in Australian Tourism Exchange
- Developing Cruise specific page on TA Corporate site
- Developing destination videos
- Familiarisation programs.

## Roadshows and Familiarisation Programs

Throughout the year, ACA delivered industry roadshow events in nearly every port and destination around the country. It was a huge undertaking but was integral to the success of the cruise restart. Communities were seeking confidence in the health protocols that were fundamental to welcome committees, volunteers and guides – all of whom make up the backbone of the cruise experience in destination.

There were new tourism operators emerging from the pandemic, creating exciting conversation around the future focus of shore excursion programs and delivering authentic land side experiences for cruise guests.

We also welcomed a range of cruise line executives in the itinerary planning, shore excursion and purchasing areas to experience, first hand, our destinations, meet the key stakeholders to plan for future cruise seasons.

These events were supported by CLIA and Tourism Australia.

## Economic Impact Assessment

Cruise Lines International Association Australia (CLIA) and the Australian Cruise Association (ACA) jointly released a report on the analysis of the Australian Cruise Industry, the Contribution of Cruise Tourism to the Australian Economy in FY2022/23.

The continued, unified approach to reporting enabled further improvements to be made to the methodology and data collection for the report. The report disaggregates the results down to the port and destination level to meet the needs of members and key stakeholders of both associations.

The Value of Cruise Tourism Economic Impact Assessment for Australia was prepared by AEC Group on behalf of CLIA and the ACA. Its key findings for 2022-23 show:

- A total economic output of \$5.63 billion nationally (up 22.1% over 2018-19\*), including direct output of \$2.50 billion.
- Total employment of 18,225 full time equivalent positions nationally (up 9.9%), with total wages income of \$1.82 billion (up 35.7%).
- A total of 62 Australian ports and destinations visited, welcoming a combined 1,354 ship visits.
- A total of 3.35 million passenger visit days (down 4.1% due to fewer ships operating in the region during the industry's recovery phase).
- Direct passenger expenditure of \$1.49 billion (up 10.6%) and direct crew expenditure of \$52.0 million (up 48.1%).
- An average passenger spend per day on shore of \$446 per person (up 15.2%). Average crew spend per day on shore \$137 per person (up 7.9%).

**Table E.2 Australian Cruise Tourism Statistics (Ships > 100 Pax unless stated)**

Statistic	Change 2018-19 to 2022-23			
	2018-19	2022-23	Level	%
Australian ports/destinations visited	47	62	15	31.9%
<b>Visiting Cruise Ship Characteristics (ships &gt; 100 pax)</b>				
Number	55	50	-5	-9.1%
Pax Capacity	78,076	70,012	-8,064	-10.3%
Crew Capacity	33,223	31,309	-1,914	-5.8%
<b>Cruise Ship Visits (ships &gt; 100 pax)</b>				
Turnaround Port	556	481	-75	-13.5%
Transit Port	684	873	189	27.6%
<b>Total</b>	<b>1,240</b>	<b>1,354</b>	<b>114</b>	<b>9.2%</b>
<b>Cruise Ship Visit Days (ships &gt; 100 pax)</b>				
Turnaround Port	581	496	-85	-14.6%
Transit Port	763	893	130	17.0%
<b>Total</b>	<b>1,344</b>	<b>1,389</b>	<b>45</b>	<b>3.3%</b>
<b>Passenger &amp; Crew Visit Days at Port (all ships)</b>				
Turnaround Pax	2,546,340	2,223,969	-322,371	-12.7%
Transit Pax	949,250	1,128,833	179,583	18.9%
<i>Total Pax Visit Days</i>	<i>3,495,590</i>	<i>3,352,802</i>	<i>-142,788</i>	<i>-4.1%</i>
Crew	341,199	380,744	39,545	11.6%
<b>Total</b>	<b>3,836,789</b>	<b>3,733,546</b>	<b>-103,243</b>	<b>-2.7%</b>
<b>Direct Expenditure (\$M) (all ships)</b>				
Turnaround Pax	\$1,175.1	\$1,247.7	\$72.6	6.2%
Transit Pax	\$176.2	\$246.6	\$70.4	39.9%
<i>Total Pax</i>	<i>\$1,351.3</i>	<i>\$1,494.3</i>	<i>\$143.0</i>	<i>10.6%</i>
Crew	\$35.2	\$52.0	\$16.9	48.1%
Cruise Lines	\$1,082.9	\$1,173.0	\$90.0	8.3%
<b>Total</b>	<b>\$2,469.4</b>	<b>\$2,719.3</b>	<b>\$249.9</b>	<b>10.1%</b>

Source: AEC

Table 3.5 National Economic Impacts of the Cruise Industry in Australia, 2022-23

Impact	Change 2018-19 to 2022-23			
	2018-19 <sup>(a)</sup>	2022-23	Level	%
<b>Output (\$M)</b>				
Direct	\$2,151.7	\$2,497.7	\$346.1	16.1%
Indirect & Induced	\$2,462.5	\$3,136.9	\$674.4	27.4%
<b>Total</b>	<b>\$4,614.1</b>	<b>\$5,634.6</b>	<b>\$1,020.5</b>	<b>22.1%</b>
<b>Wages Income (\$M)</b>				
Direct	\$730.3	\$941.3	\$211.1	28.9%
Indirect & Induced	\$609.8	\$877.7	\$267.9	43.9%
<b>Total</b>	<b>\$1,340.1</b>	<b>\$1,819.0</b>	<b>\$478.9</b>	<b>35.7%</b>
<b>Employment (FTEs)</b>				
Direct	8,630	9,869	1,239	14.4%
Indirect & Induced	7,950	8,356	406	5.1%
<b>Total</b>	<b>16,580</b>	<b>18,225</b>	<b>1,645</b>	<b>9.9%</b>
<b>Value Added (\$M)</b>				
Direct	\$1,121.0	\$1,315.7	\$194.7	17.4%
Indirect & Induced	\$1,340.4	\$1,622.5	\$282.1	21.0%
<b>Total</b>	<b>\$2,461.4</b>	<b>\$2,938.2</b>	<b>\$476.8</b>	<b>19.4%</b>

Source: AEC



# About Australian Cruise Association

**Australian Cruise Association (previously Cruise Down Under) is a membership based, non-profit association, dedicated to marketing Australia and the South Pacific region as a destination for cruise ships.**

In 1993 a small group of Australian and New Zealand ports and tourism organisations who had previously marketed their destinations separately to cruise companies, came together with the aim of having a single marketing presence at the annual Seatrade Cruise Shipping Convention in Miami, and promote the region under a single banner.

In the early years, the cruise brand 'Cruising Down Under' obtained funding assistance from the Australian Tourist Commission (ATC), with the support of the Office of National Tourism (ONT). ATC also provided the Cruise Down Under Secretariat until 1997.

In November 1997 at Seatrade Pacific, the member ports and tourism organisations agreed to form a not-for-profit incorporated association to enable Cruising Down Under to continue to develop relationships with cruise lines.

In May 1998 the interim executive comprising of Mike Bartlett (Cairns Port Authority) as Chairman, Chris Drinkwater (Hobart Port) as Deputy Chairman and Glenn Stephens (Fremantle Ports) as Treasurer, was elected as the Management Committee.

Cruise Down Under (CDU) was incorporated in Queensland in July 1998 with its own secretariat. Mike Bartlett was engaged to undertake the role of Secretary after retiring from Cairns Port Authority.

In the first 10 years, Cruise Down Under cemented its position as the peak marketing body for cruise tourism in this region. Through the association with CDU, members had access to a professional body which has made significant advances in providing quality information and cruise marketing collateral through its website and participation at the annual Cruise Shipping Miami Convention.

As a maturing association, the Management Committee decided in 2005 that it was obliged to embark on a formal process to appoint an executive officer (front desk position) and as such, called for expressions of interest for a General Manager to deliver the Association's administration and marketing activities. The selection process resulted in Jill Abel from Abel Event Management & Promotion being appointed as Cruise Down Under's General Manager and the registered office of CDU was relocated from Queensland to Tasmania.

It was at this time that Mike Bartlett from Cruise Australian Waters bid CDU goodbye as he opted for semi-retirement. Mike will always be remembered for his dedication to cruise shipping and in particular the tireless work he undertook in the formative years of Cruise Down Under and as such was awarded Life Membership in 2007. Richard Doyle took on the role of Chairman, through to 2010.

Evda Marangos was elected Chairman in May 2010. The succession plan was implemented with the election of Chris White as Chairman at the AGM in August 2010. Evda Marangos' term expired at the end of 2012 and the organisation recognised her tireless efforts over many years, including being integral to the development of sound governance, annual operating plans and the annual report.

Glenn Stephens was recognised at the 2013 Conference when he stood down from the CDU Management Committee. Glenn had been involved with CDU since its inception and held the position of Treasurer for the entirety of his terms. Glenn's commitment to the organisation has been integral to the success of CDU and, as such, he was duly awarded Life Membership.

Following the 2013 election, the new

management committee, led by David Brown, identified that the incoming committee did not fulfill the skills set identified for the position of Chairman. Chris White was invited to take on the role of Chairman for one year through to the 2014 election. At the 2014 AGM in Perth, the association appointed Stephen Bradford as Independent Chairman of CDU for a two year period.

Leah Clarke stood down from the committee in 2015 after serving her maximum six year term. Leah was a major contributor to the communications sub-committee and drove the communications strategy and resulting in the engagement of our communications consultants, Barking Owl Communications.

At the 2015 conference in Darwin a proposal was put to the membership during a members' only workshop, to consider changing the name from Cruise Down Under to Australian Cruise Association. The new name was put forward and unanimously supported as a more appropriate descriptor of the entity, with a subsequent rise in recognition and profile of the Association and strength in membership growth. Australian Cruise Association was formally adopted as the new entity name at the 2016 AGM.

The Association celebrated its 20th Anniversary conference in Sydney in 2016 with a superb conference that cemented the strength of the association and its members' commitment to the cruise industry in Australia. The significant event culminated in fireworks and a stunning dinner on the forecourt of the Sydney Opera House. Richard Doyle, Evda Marangos and Judy Wood were appointed life members.

In 2017 the AGM and conference moved to Mooloolaba and celebrated the impact of cruise on regional



Australian destinations. Stephen Bradford stood down as Chairman, after guiding the association through a significant period in the associations history, including the unprecedented signing of an MoU with CLIA, creating a strong and unified approach to continuing growth of the cruise industry. Grant Gilfillan was appointed as Stephen's successor.

Tyler Wood retired after fulfilling his six year term and was replaced by business partner, Jay McKenzie, ensuring an ongoing link with Bob Wood Cruise Group.

Christine Cole from Tourism WA and Scott Lovett from Tourism NT joined the committee following the 2018 AGM in Broome.

At the 2019 AGM in Geelong, we farewell Thor Elliott who had been the Association's treasurer for the past six years and had completed his full term. Matthew Carley from Port of Brisbane stepped into the role. Jay

McKenzie retired and was replaced by Karlie Cavanagh from Inchcape Shipping Supplies and Natalie Godward became the nominated representative for Port Authority of NSW (Port Authority) as Grant Gilfillan became the second independent Chairman.

COVID-19 pandemic hit Australia and the entire world in 2020 and ACA held its first virtual AGM due to the cancellation of the Townsville conference. Whilst the AGM ran smoothly, the face to face contact of ACA members was definitely missed. Grant Gilfillan retired from his position as CEO of Port Authority and as Chairman of ACA. Philip Holliday took over the role of Chair, representing Port Authority and Natalie Godward moved to a sub-committee position. James Coughlan replaced Martin Bidgood representing Intercoast and Anthony Brent replaced Karen Davies. Anne McVilly completed her six-year term with ACA and was recognised for her valuable contribution.

Our 2021 AGM was again held virtually, after two attempts to hold the conference in Townsville (September and November). Matthew Carley held the position of Treasurer at ACA from September 2019 until May 2022 and was a major contributor in steadying the ship during the pandemic. Brendan Connell joined the committee whilst James Coughlan took on the role of Treasurer.

In September of 2022, we finally managed to hold a very successful conference and AGM in Townsville. The event co-incided with the restart of cruise following the pandemic and provided the perfect platform to educate and energise. Shayne Murray joined the committee, replacing Anthony Brent who had provided two years of global shore excursions insights.

# Members' Register

ACA registered 87 members as at 30 June 2023:

Name	Representative	Level	Member Since
Akorn Destination Management	Anthony Brent	Silver	2002
Admirals Associates	Michael Hackman	Bronze	2018
Art Gallery of New South Wales	Amy Korfias	Silver	2023
Australian Pacific Touring	Cher Lontok	Bronze	2007
Auriga Pilots	Gary Hunter	Silver	1999
Austrade	Sam Palmer	Honorary	1993
Big Bus Tours Sydney	Bryce Goodhew	Bronze	2017
Bob Wood Cruise Group	Carmen Stevenson	Silver	1998
Brisbane Economic Development Agency	Tas Webber	Gold	2022
Burnie City Council	Bel Lynch	Silver	1998
Burnt Pine Travel	Bart Murray	Silver	2018
Capricorn Enterprise	Mary Carroll	Silver	2023
Chart Management Consultants	Ted Blamey	Bronze	2011
Christmas Island Tourism Association	Jahna Luke	Bronze	2008
Chris White		Honorary	2017
City of Albany	Matthew Gilfellon	Silver	2019
City of Fremantle	Aimee Sabbatino	Silver	2022
City of Greater Geelong	Brendan Sanders	Bronze	2001
Corporate Protection Australia Group	Jenifer Hasbun	Bronze	2014
Crown Currency Exchange	Emily Palermo	Bronze	2020
Cruise Broome	Shayne Murray	Silver	2016
Cruise Eden	Debbie Meers	Silver	2001
Cruise Tourism Partners	Tammy Marshall	Bronze	2017
Curringa Farm	Tim Parsons	Silver	2018
Darwin Port	Peter Dummett	Platinum	1995
Destination NSW	Stephen Mahoney	Platinum	1995
Destination Phillip Island	Kim Storey	Silver	2019
Destination Southern Tasmania	Alex Heroys	Bronze	2018
Destination Wollongong	Mark Sleigh	Silver	2016
Evda Marangos		Honorary	2016
Experience Co	Lisa Chambers	Bronze	2021
Flinders Ports	Carl Kavina	Platinum	2009
Fremantle Ports	Thor Elliott	Platinum	1995
Gladstone Area Promotion and Development	Gus Stedman	Bronze	2015
Gladstone Ports Corporation	Amy Hughes	Silver	2017
Glenelg Shire Council	Jane Young	Silver	2010
Glenn Stephens		Honorary	2014
Great Southern Rail/Journey Beyond	Renee Branton-Brown	Silver	2011
Hobart City Council	Jacqui Allen	Silver	2009
Hobart International Airport	Matt Cocker	Bronze	2016
ID New Zealand	Deborah Summers	Silver	2014
Inchcape Shipping Services	David Pratt	Silver	2016
Inter cruises Shoreside and Port Services	Joanne Brown	Silver	2011
Judy Wood		Honorary	2016



Name	Representative	Level	Member Since
Kimberley Coastal Pilots	C Craig Brent-White	Silver	2017
Kimberley Ports Authority	Luke Westlake	Platinum	2018
Kuranda Scenic Railway	Ivana Andacic-Tong	Bronze	2008
Mike Bartlett		Honorary	2007
Mid West Ports	Vickie Williams	Gold	2007
Nautilus Aviation	Adam Letson	Bronze	2021
Papua New Guinea Tourism	Mary Kanawi	Platinum	2005
Peterson Australia	Ruaridh Hamilton	Bronze	2022
Pilbara Ports Authority	Graig Barbour	Silver	2015
Port Arthur Historic Site	Anne McVilly	Gold	2007
Port Authority of NSW	Philip Holliday	Platinum	1993
Port of Brisbane	Brendan Connell	Platinum	2017
Port of Portland	Greg Burgoyne	Silver	2007
Port of Townsville Ltd.	Sarah Mathiesen	Gold	2002
Ports Australia	Michael Gallacher	Honorary	2005
Ports North	Kerry Egerton	Platinum	1993
Ports Victoria	Glenn Colaco	Platinum	1998
Richard Doyle		Honorary	2016
Royal Botanic Gardens	Maraika Can Wessem	Bronze	2008
Sealink Travel Group/ Captain Cook Cruises	Richard Doyle	Silver	2012
Skyrail Rainforest Cableway	Nerida Meakin	Bronze	2011
Solomon Islands Visitors Bureau	Ellison Kyere	Gold	2016
South Australian Tourism Commission	Andrew McKinnon	Platinum	1998
Southern Ports	Jo Mills	Gold	2021
Sunlover Reef Cruises	Brian Hennessy	Bronze	2013
Svitzer Australasia	Ivan Spanjic	Silver	2018
Sydney Opera House	Rosalind Pixley	Bronze	2015
Taronga Zoo	Monika Townsend	Silver	2019
Tasports - Burnie/Devonport/Launceston	Kristy Little	Silver	1993
Tasports - Hobart	Kristy Little	Platinum	1993
Tourism and Events Queensland	Therese Phillips	Platinum	1993
Tourism Australia	Leigh Sorensen	Platinum	2016
Tourism NT	Scott Lovett	Platinum	1998
Tourism Tasmania	Steve Farquer	Platinum	1998
Tourism Western Australia	Christine Cole	Platinum	2017
Townsville Enterprise	Megan Hawke	Gold	2005
Transam Argosy Pty Ltd	Michelle Cyster	Silver	2019
Trippas White Group	Jay Yip	Bronze	2019
Viking Cruises	Jane Moggridge	Silver	2020
Visit Northern Tasmania	Tracey Mallett	Bronze	1998
Visit Victoria	Chris White	Platinum	2015
Whitsunday Regional Council	Shaun Cawood	Platinum	2022
Wilhelmsen Ship Services	Andreas Kaeach	Silver	2020

*Note: Members listed prior to 1998 were organisations operating as a cruise committee. This committee was affiliated with the Cruising Down Under brand as administered at the time by the Australian Tourist Commission.*

## Record of past Annual General Meetings and Cruise Conferences

Year	Destination	No. of Attendees	Date
2023	Wollongong	136	30 August - 1 September
2022	Townsville	132	7-9 September
2021	Townsville	cancelled	8-10 September
2020	Townsville	cancelled	9-11 September
2019	Geelong	130	4-6 September
2018	Broome	115	12-14 September
2017	Mooloolaba	110	6-8 September
2016	Sydney	135	7-9 September
2015	Darwin	121	2-4 September
2014	Perth	124	3-5 September
2013	Cairns	126	11-13 September
2012	Hobart	128	29-31 August
2011	Newcastle	108	24-26 August
2010	Brisbane	118	25-27 August
2009	Adelaide	95	26-28 August
2008	Melbourne	110	27-29 August
2007	Darwin	85	29-31 August
2006	Cairns	115	23-25 August
2005	Fremantle	49	31 August - 2 September
2004	Noumea	59 (inc CNZ)	21-22 August
2003	Launceston	42	27-28 August
2002	Adelaide	40	24-25 September
2001	Melbourne	39	28-29 August
2000	Darwin	20	18 August
1999	Sydney	27	18 August
1998	Brisbane	23	30 September
1997	Cairns	28	2-4 November

## Acknowledgements

The Australian Cruise Association acknowledges the following organisations for their in-kind support, including making available resources and facilities which enabled the Board of Management to conduct its regular meetings during 2022-23.

- Cruise Broome
- Inchcape Shipping Services
- Intercruises Shoreside and Port Services
- Port Authority of NSW
- Port of Brisbane
- TasPorts
- Tourism NT
- Tourism Australia





# Annual Financial Report

## for the year ended 30 June 2023

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# Compilation Report

## Australian Cruise Association for the year ended 30 June 2023

### Compilation report to Australian Cruise Association

On the basis of information provided by the client we have compiled in accordance with APES 315 'Compilation of Financial Information' the special purpose financial statements for Australian Cruise Association for the year ended 30 June 2023.

The specific purpose for which the special purpose financial statements have been prepared is set out in Note 1. The extent to which Accounting Standards and other mandatory professional reporting requirements have or have not been adopted in the preparation of the special purpose financial report is set out in Note 1.

### The Responsibility of the Directors

The Committee is solely responsible for the information contained in the special purpose financial statements and has determined that the accounting policies used are consistent with the financial reporting requirements of the company and are appropriate to meet the needs of the Committee.

### Our Responsibility

Our procedures use accounting expertise to collect, classify and summarise the financial information, which the Committee provided, into a financial report. Our procedures do not include verification or validation procedures. No audit or review has been performed and accordingly no assurance is expressed.

To the extent permitted by law, we do not accept liability for any loss or damage which any person other than the company may suffer arising from any negligence on our part.

*K.A. Rowe*

PKF (Tas) Pty Ltd  
Chartered Accountants

Dated: 8 August 2023

# Income Statement

## Australian Cruise Association for the year ended 30 June 2023

	Notes	2023 \$	2022 \$
<b>Income</b>			
Conference income		128,712	0
Grants received		110,790	142,638
Interest received		1,613	584
<b>Total Income</b>		<b>241,115</b>	<b>143,222</b>
<b>Other Income</b>			
Membership fees		265,674	231,900
Other income		40,357	0
<b>Total Other Income</b>		<b>306,031</b>	<b>231,900</b>
<b>Total Income</b>		<b>547,146</b>	<b>375,122</b>
<b>Expenses</b>			
Accounting and audit		7,260	7,150
Administration		103,958	55,792
Annual reports		1,960	1,805
Bank charges		953	931
Conference expenses		103,235	1,078
Depreciation		0	2,452
EMDG and EIS consultancy		11,989	6,764
Events and venue hire		6,885	1,052
Insurance		3,402	3,131
Marketing		258,898	203,648
Other expenses		13,094	436
Printing and stationery		4,905	2,539
Roadshow expenses		8,814	35,000
Subcontractors		58,091	38,735
Subscription		1,477	1,315
Telephone		2,443	2,431
Travelling expenses		24,608	19,734
<b>Total Expenses</b>		<b>611,972</b>	<b>383,992</b>
<b>(Deficit/Surplus) from ordinary activities</b>		<b>(64,826)</b>	<b>(8,870)</b>



# Statement of Financial Position

## Australian Cruise Association as at 30 June 2023

	Notes	2023 \$	2022 \$
<b>Assets</b>			
<b>Current Assets</b>			
Cash and Cash Equivalents	2	690,348	770,072
Trade and Other Receivables	3	307,754	124,910
<b>Total Current Assets</b>		<b>998,102</b>	<b>894,983</b>
<b>Total Assets</b>		<b>998,102</b>	<b>894,983</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Trade and Other Payables	5	522,848	369,070
GST Payable	6	34,785	20,619
<b>Total Current Liabilities</b>		<b>557,633</b>	<b>389,689</b>
<b>Total Liabilities</b>		<b>557,633</b>	<b>389,689</b>
<b>Net Assets</b>		<b>440,468</b>	<b>505,294</b>
<b>Equity</b>			
Retained Surpluses		440,468	505,294
<b>Total Equity</b>		<b>440,468</b>	<b>505,294</b>

# Notes to the Financial Statements

## Australian Cruise Association for the year ended 30 June 2023

### 1. Statement of Significant Accounting Policies

#### (a) Basis of Accounting

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act (TAS) 1964 and to report to the management and to providers of funding generally, as appropriate.

The management committee has determined that Australian Cruise Association is not a reporting entity as defined in Statement of Accounting Concepts 1: Definition of the Reporting entity, and therefore there is no requirement to apply accounting standards and other mandatory professional reporting requirements in preparation and presentation of these statements and none have been intentionally adopted.

The financial report has been prepared on an accrual basis and is based on historic costs and does not take into account changing money values, or except where specifically stated, current valuation on non-current assets.

The following material accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

#### (b) Cash and Cash Equivalents

Operating transactions and the financial statements are all cash based. Investment activities are confined to term deposits with the Association's Bankers. Because the source of these transactions is limited to cash a Statement of Cash Flows is not included in these Financial Statements.

#### (c) Trade and Other Receivables

Trade receivables are recognised and carried at original invoice amounts less any provision for doubtful debts. A provision for doubtful debts is recognised when collection of the full amount is no longer possible. Bad debts are written off as incurred.

#### (d) Trade and Other Payables

Liabilities for trade creditors and other amounts are carried at cost which is the fair value of the consideration to be paid in the future of goods and services received whether or not billed to the Association.

#### (e) GST

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office.

#### (f) Income Tax

The Association is exempt from income taxation under section 50-50 of the Income Tax Assessment Act 1997, formerly sub paragraph 23(e) of the Income Tax Assessment Act 1936, and therefore no provision has been made for income tax.

#### (g) COVID-19

The Coronavirus (COVID-19) pandemic continues to impact both communities and businesses throughout the world including Australia and the community where the Association operates. Government restrictions arising from COVID-19 has resulted in temporary closure of certain parts of the Associations members operations. This involved the banning of cruise ships from foreign ports arriving in Australia.

This has had a material impact on the Association's members, along with other government restrictions that remain in place across Australia. This pandemic may have a financial impact for the Association in the 2023 financial year and potentially beyond.

The scale, timing and duration of the potential impacts on the Association is unknown, however it is expected that there may be an increase in the provisioning for bad and doubtful debts expense experienced by the Association and/or a drop in membership numbers.

# Notes to the Financial Statements

## Australian Cruise Association for the year ended 30 June 2023

	Notes	2023 \$	2022 \$
<b>2. Cash &amp; Cash Equivalents</b>			
Cash at bank and on hand		336,887	418,206
Bank short term assets - deposits		353,461	351,867
<b>Total Cash &amp; Cash Equivalents</b>		<b>690,348</b>	<b>770,072</b>
<b>3. Trade and Other Receivables</b>			
Trade Receivables		221,225	124,065
Grant receivable		<b>55,790</b>	<b>0</b>
Prepayments		30,739	845
<b>Total Trade and Other Receivables</b>		<b>307,754</b>	<b>124,910</b>
<b>4. Property, Plant and Equipment</b>			
<b>Office equipment</b>			
Office equipment at cost		4,402	4,402
Accumulated depreciation of office equipment		(4,402)	(4,402)
<b>Total Office equipment</b>		<b>0</b>	<b>0</b>
<b>Total Property, Plant and Equipment</b>		<b>0</b>	<b>0</b>
<b>5. Trade and Other Payables</b>			
Memberships in Advance		300,722	256,214
Other Amounts Received in Advance		222,126	112,856
<b>Total Trade and Other Payables</b>		<b>522,848</b>	<b>369,070</b>
<b>6. Current Tax Liabilities</b>			
GST		34,785	20,619
<b>Total Current Tax Liabilities</b>		<b>34,785</b>	<b>20,619</b>



# Depreciation Schedule

## Australian Cruise Association for the year ended 30 June 2023

Name	Purchased	Cost	Cost Limit	Opening Value	Purchases	Disposals	Rate	Depreciation	Closing Accum Dep	Closing Value
<b>Office Equipment</b>										
Toshiba Laptop	14 Nov 2017	1,507	0	0	0	0		0	1,507	0
Printer	04 May 2018	443	0	0	0	0		0	443	0
Laptop	31 Dec 2021	2,452	0	0	0	0		0	2,452	0
<b>Total Office Equipment</b>		<b>4,402</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0</b>	<b>4,402</b>	<b>0</b>
<b>Total</b>		<b>4,402</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0</b>	<b>4,402</b>	<b>0</b>

# Statement by Members of the Committee

## Australian Cruise Association for the year ended 30 June 2023

The Committee has determined that the association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies prescribed in Note 1 to the financial statements.

In the opinion of the committee the financial report:

1. Presents a true and fair view of the financial position of Australian Cruise Association as at the end of June 2023 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that Australian Cruise Association will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Committee and is signed for and on behalf of the Committee by:



**Phil Holliday**  
Chairman

8/8/23



**Brendan Connell**  
Treasurer

8/8/23



## Independent auditor's report to the members of the Australian Cruise Association

### Opinion

We have audited the accompanying special purpose financial report of the Australian Cruise Association (the Association), which comprises the Statement of Financial Position as at 30 June 2023 and the Income Statement for the year then ended, including a summary of significant accounting policies and other explanatory notes, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the Association.

In our opinion the financial report presents fairly, in all material respects, the financial position of the Association as of 30 June 2023 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements and the requirement of the *Associations Incorporation Act (Tas)*.

### Basis of Accounting

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Association in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's *APES 110 Code of Ethics for Professional Accountants (the Code)* that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Emphasis of matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the Association to meet the requirements of the *Associations Incorporation Act (Tas)*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

### Emphasis of matter – Basis of Accounting

We draw attention to Note 1(g) of the financial report, which describes the ongoing effects of the COVID-19 pandemic throughout the world including Australia and the community which the Association operates. Our opinion is not modified in respect of this matter.

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#### *Responsibilities of the Committee for the Financial Report*

The Committee is responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial statements, which form part of the financial report, are appropriate to meet the financial reporting requirements of the *Associations Incorporation Act (Tas)* and the Association's constitution and are appropriate to meet the needs of the members.

In preparing the financial report, the Committee is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

#### *Auditor's Responsibility*

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of the Committee's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to

the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

*Wise Lord & Ferguson*

WISE LORD & FERGUSON



NICK CARTER

Partner

Date: 8/8/2023

#### Auditor's Independence Declaration to the Directors of Australian Cruise Association.

In relation to our audit of the financial report of the Australian Cruise Association for the financial year ended 30 June 2023, to the best of my knowledge and belief, there have been no contraventions of the auditor independence requirements of any applicable code of professional conduct.

*Wise Lord & Ferguson*

WISE LORD & FERGUSON



NICK CARTER

Partner

Date: 8/8/2023





ADELAIDE BATEMANS BAY BRISBANE BROOME BURNIE CAIRNS CHRISTMAS ISLAND DARWIN DEVONPORT EDEN  
FREMANTLE GEELONG GERALDTON KANGAROO ISLAND HOBART INDONESIA LAUNCESTON MELBOURNE NEWCASTLE NEW  
CALEDONIA PAPUA NEW GUINEA PORT ARTHUR PORT LINCOLN PORTLAND SYDNEY TOWNSVILLE PLUS SMALLER DESTINATIONS



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For further information or advice we invite you to contact:

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